

## ASX ANNOUNCEMENT | MANALTO LIMITED

### Sóshlr Signs Reseller Agreement with INFINIT Consulting

#### Highlights

- Manalto's subsidiary Sóshlr, Inc. USA, has signed a reseller agreement with INFINIT Consulting (INFINIT), a leading North American based cloud solution provider to distribute Sóshlr
- INFINIT is a Tier 1 Microsoft Cloud Solution Provider
- INFINIT is an award winning digital transformation company with many cloud industry accolades
- INFINIT has a network of more than 3,000 business customers and has migrated over 700k mailboxes to Microsoft Office 365 with over 70,000 users under management.
- The Company recently announced it has commenced its integration of Sóshlr into Microsoft Office 365 with plans to make Sóshlr available for sale to new and existing Microsoft Office 365 commercial customers
  - o Once integrated, Sóshlr will be the first social media solution available for sale with Microsoft Office 365 applications
  - o Company has plans to integrate its Enterprise solution into Microsoft Office 365

**MELBOURNE – 5 October 2016 - Manalto Limited (ASX: MTL) (“Manalto” or “the Company”)** is pleased to announce that through its subsidiary, Sóshlr, Inc. USA, it has signed a reseller agreement with leading cloud solution provider, INFINIT Consulting (INFINIT), for the distribution of Sóshlr - the Company's social media management solution for small and medium-sized enterprises - to INFINIT's customer base of more than 3,000 business customers.

INFINIT is a San Jose based cloud solution provider and digital transformation company, recognised by Microsoft as being in their top 1% of all partners worldwide. The reseller agreement with Manalto will see INFINIT offer Sóshlr to their customers as a standard offering in their Digital Foundation set of cloud services, next to products such as Microsoft Office 365.

The Company recently announced it has commenced the integration of its Sóshlr product into Microsoft Office 365. Microsoft 365 is the largest selling cloud business application. This integration is part of a broader integration strategy to make Sóshlr available for sale via Microsoft's Cloud Office Store to an estimated addressable market of 60 million Office 365 commercial customers. It also announced that it is targeting cloud solution providers as part of further building its distribution channel of resellers. INFINIT represents the first reseller of this kind for the Company.

“As a digital transformation engine for the small and midsize enterprise, INFINIT Consulting enables our customers to harness INFINIT's Digital Foundation standardised set of cloud services with the power of their data to achieve accelerated growth potential,” said **Jerod Powell, Founder and CTO of INFINIT Consulting.**

“Our partnership with Sóshlr adds the critical social answer our customers need to differentiate their brand, products and services, while engaging with customers socially, in a simple to use and elegant solution from Sóshlr.” Jerod further stated, “Soshlr is now a standard offering included in our Digital Foundation, so now every customer will be empowered to do more and achieve more socially.”

**Anthony Owen, Manalto Founder and Chief Executive Officer, said,** “Manalto is delighted to be working with INFINIT, a long-standing and industry recognised leader in the distribution of cloud applications in North America. As well as giving the Company the opportunity to achieve further reach and revenue of its Sóshlr product, working with INFINIT will enable the broader Manalto team the opportunity to leverage the expertise of a highly experienced and highly regarded cloud solution provider, who has operated alongside key partners and customers for years.”

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#### **About INFINIT Consulting**

INFINIT Consulting is a digital transformation™ company built to cloud-enable your business. Our Disruptive IT™, solutions-as-a-service, focuses on data automation, communications and collaboration, security, compliance, support, and strategic technology guidance. Founded a decade ago in the heart of the Silicon Valley from a unique ideology shared by six IT engineers and business experts, we set out to empower business to embrace the potential of IT. This ideology has resulted in hundreds of companies finding technology solutions to business problems and paved the way for INFINIT to be recognized as an IT and Cloud services industry leader. [www.infinitconsulting.com](http://www.infinitconsulting.com)  
Recent awards include:

- INFINIT has been recognized by Microsoft as being in their top 1% of all partners worldwide
- Received the 2016 honor of the Cloud Marketplace Award from Ingram Micro, Inc.
- INFINIT Consulting Named One of 2016 Tech Elite Solution Providers by CRN®
- INFINIT Consulting honored with 2016 Channel Partners 360 Award
- INFINIT Consulting Named to 2016 Managed Service Provider 500 List by CRN
- INFINIT Consulting Named 2016 US SMB Champions Club West Region Partner of the Year

#### **About Manalto Limited**

Manalto Limited (MTL.ASX) is a U.S. based global provider of cloud social media management solutions. Manalto’s proprietary software delivers capability for the streamlined management of social media at scale – including controls to support organisational brand management, reputational risk management and efficiency in managing users, community engagement and analytics. An enterprise can centrally publish content and update brand assets across hundreds of its organisation’s social media pages spanning multiple platforms – in just one click. Manalto offers a direct-to-market Enterprise Solution and a Business Application for Channel Partners to offer to SME’s – ‘Sóshlr’. Manalto is headquartered in Washington, D.C. with offices in the Netherlands, Australia and South Africa, and supports channel partners and customers globally.

[www.manalto.com](http://www.manalto.com)

[www.soshlr.com](http://www.soshlr.com)

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